

THE TAX

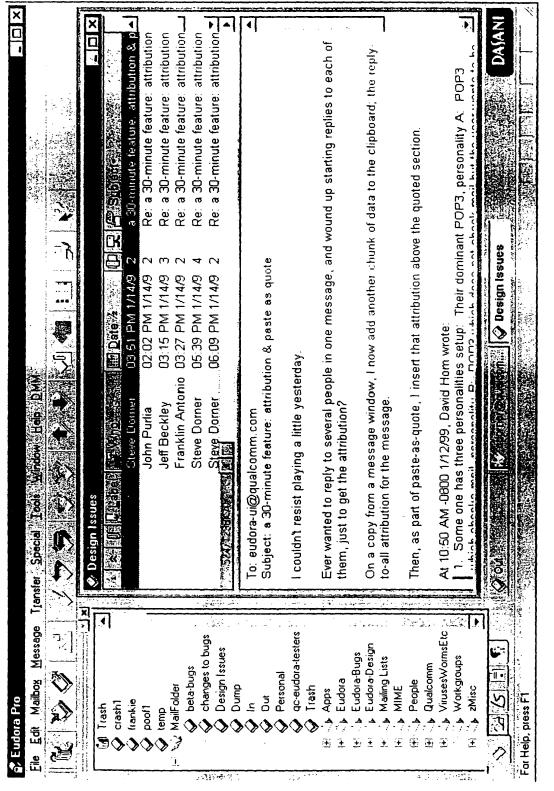
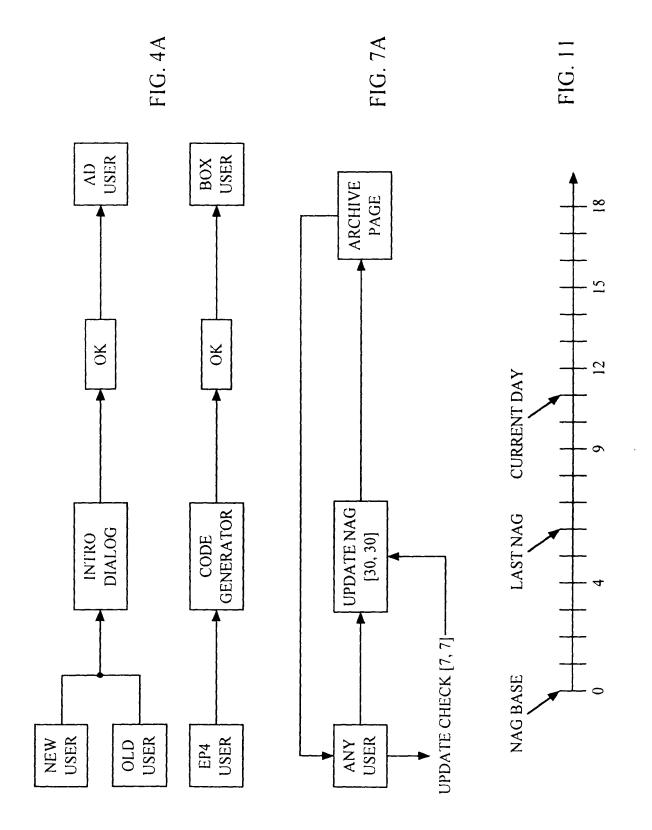


FIG. 3B



WELCOME TO EUDORA!

MODE. UNLESS YOU CHANGE MODES, EUDORA WILL RUN IN SPONSORED MODE, MEANING EUDORA IS NOW LICENSED IN THREE WAYS; SPONSORED MODE, PAID MODE, AND LIGHT IT WILL DISPLAY ADS. WE HAVE DONE OUR BEST TO PRESENT THE ADS IN A WAY THAT RESPECTS THE WORK YOU DO IN EMAIL. BY ALLOWING EUDORA TO DISPLAY ADS, YOU GET THE FULL POWER OF EUDORA FOR FREE AND WE CAN STILL PAY OUR BILLS.

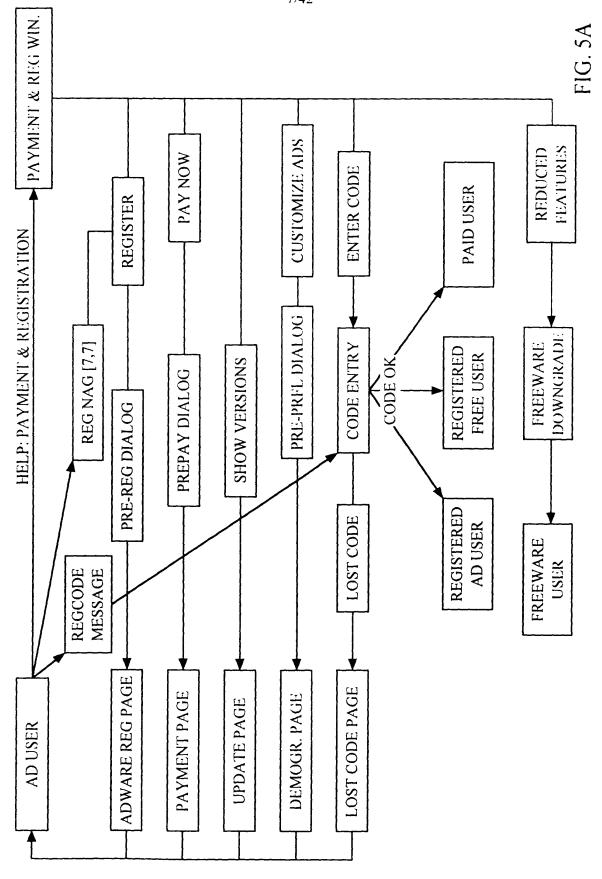
IF YOU DECIDE THE ADS ARE NOT FOR YOU, YOU CAN CHANGE MODES. PAID MODE SHOWS NO ADS. CURRENT EUDORA PRO 4.X USERS WILL BE ABLE TO UPGRADE TO PAID MODE FOR FREE. O'THER USERS WILL BE ABLE TO PAY A LICENSE FEE TO GO TO PAID MODE. AT THIS STAGE IN TESTING, THE MACHINERY FOR PAID MODE IS NOT FULLY TESTED, AND PAID MODE IS UNAVAILABLE. LIGHT MODE ALSO SHOWS NO ADS, BUT HAS MANY FEWER

TO SWITCH FORMS OF EUDORA, PLEASE USE THE "PAYMENT & REGISTRATION" ITEM IN THE HELP MENU. TO LEARN MORE ABOUT THE THREE MODES, CLICK ON THE "TELL ME MORE" BUTTON BELOW.

TELL ME MORE

OK AO

FIG. 4B



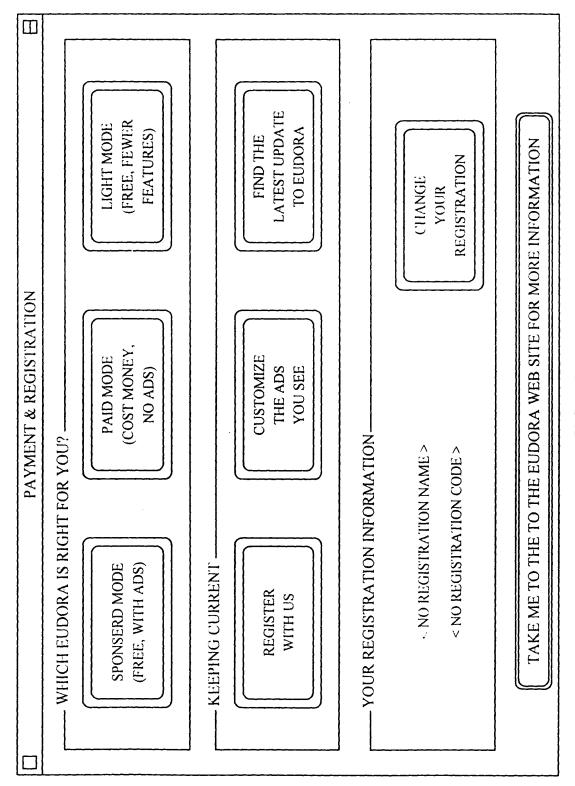


FIG. 5B

AS A REGISTERED USER OF EUDORA WE WON'T NAG YOU AS OFTEN AS WE DO. WE'LL ALSO TAKE ME TO THE REGISTRATION PAGE ERECT A GIANT STATUE IN YOUR IMAGE ON THE FRONT LAWN OF OUR CORPORATE HOW COOL IS THAT? C'MON... REGISTER! IT'S FUN AND EASY! WOULD YOU LIKE TO REGISTER YOUR COPY OF EUDORA? (* GIANT STATUE OFFER VOID ON THE PLANET EARTH) **MAYBE LATER** HEADQUARTERS (*).

FIG. 5C

	CANCEL
	• TA DA! YOU'LL THEN BECOME A REGISTERED USER OF EUDORA THANKS!
 	• THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR REGISTRATION INFORMATION
	• WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU
	• WE'LL FILL IN SOME SIMPLE REGISTRATION INFORMATION ON THE WEB SITE
 Z	• EUDORA WILL OPEN YOUR WEB BROWSER AND TAKE YOU TO OUR REGISTRATION PAGE
 ⟨Ε	YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE REGISTRATION IS COMPLETE:
	THANKS FOR CHOOSING TO REGISTER EUDORA!

FIG. 5D

- THANKS FOR CHOOSING TO PURCHASE EUDORA! YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE YOU'LL NEXT BE WALKED THROUGH A FEW QUICK STEPS, AS DESCRIBED BELOW, BEFORE YOU'LL NEXT BE ASKED TO PROVIDE YOUR PAYMENT AND TAKE YOU TO OUR PAYMENT & REGISTRATION PAGE • YOU'LL BE ASKED TO PROVIDE YOUR PAYMENT AND REGISTRATION INFORMATION ON THE WEB SITE • WE'LL THEN EMAIL A EUDORA REGISTRATION CODE BACK TO YOU • THE NEXT TIME YOU CHECK MAIL, EUDORA WILL AUTOMATICALLY RECOGNIZE THIS CODE AND DISPLAY A DIALOG BOX INVITING YOU TO CONFIRM YOUR REGISTRATION INFORMATION • TA-DA! YOU'LL THEN BECOME A PAID MODE USER CONGRATULATIONS!

FIG. SE

	SRED						OA
	A THE NAME YOU REGISTE						CANCEL
	—THANK YOU FOR YOUR REGISTRATION!————————————————————————————————————	REGISTERD UNDER:	LAST NAME:	MANYJARS	ODE:		
	—THANK YOU FOR YOUR REGISTRATION!——TO COMPLETE YOUR REGISTRATION, PLEASE ENUNDER AND YOUR REGISTRATION CODE BELOW.	THE EXACT NAME YOU REGISTERD UNDER:	FIRST NAME:	NHOf	YOUR REGISTRATION CODE:	48925-89A2-B1149	1 LOST THE CODE
_	L						1

FIG. 5F

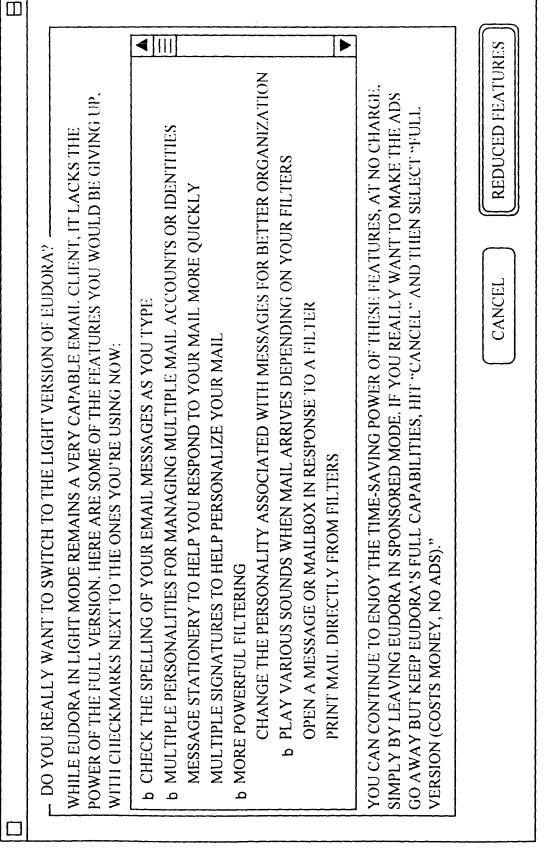
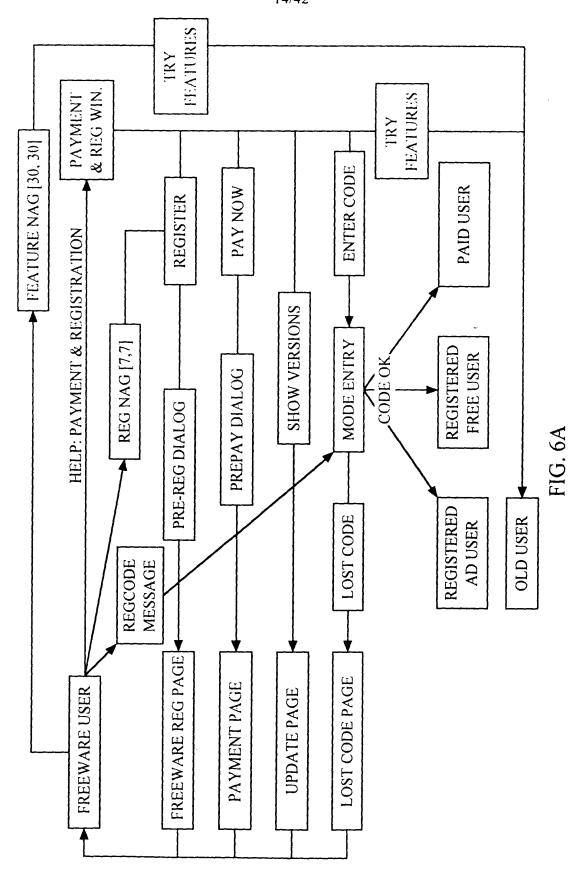


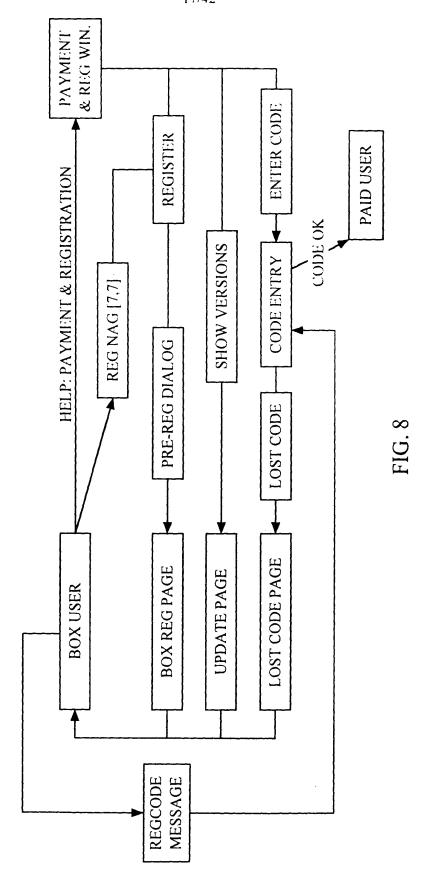
FIG. 5G

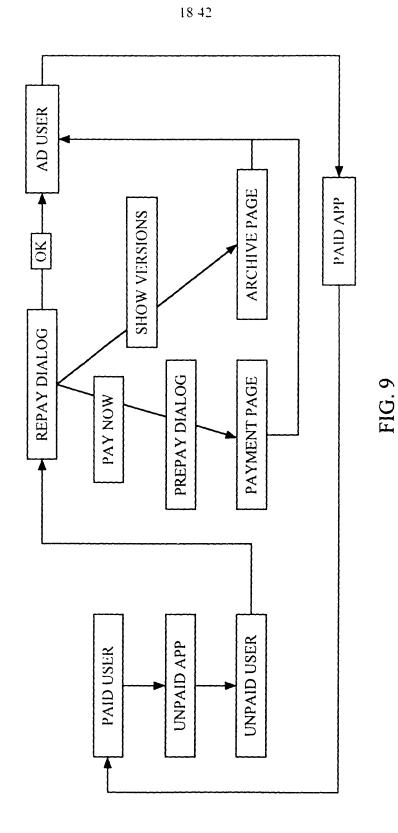


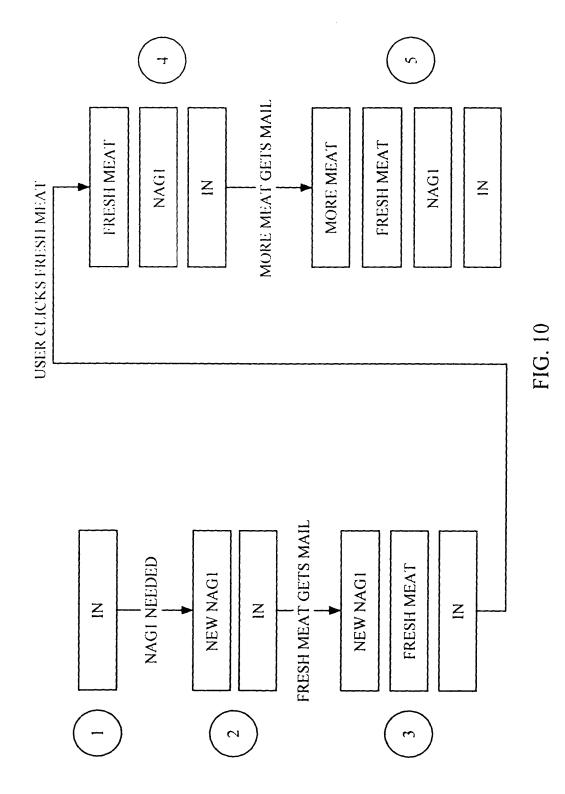
 \Box ◀ |||| WOW! I WANT TO TRY ALL THE FEATURES! THE POWER OF THE FULL VERSION. HERE ARE SOME OF THE CAPABILITIES YOU COULD BE USING CHANGE THE PERSONALITY ASSOCIATED WITH MESSAGES FOR BETTER ORGANIZATION THESE FEATURES WILL BE TURNED ON AUTOMATICALLY, AT NO CIIARGE, WHEN YOU CLICK ON THEY ARE DISPLAYED IN A WAY THAT'S SENSITIVE TO WHAT YOU'RE DOING WHEN YOU'RE IN WHILE EUDORA IN LIGHT MODE REMAINS A VERY CAPABLE EMAIL PROGRAM, IT LACKS ALL VERSION IS FREE BECAUSE IT IS SPONSOR-SUPPORTED. THAT MEANS IT HAS ADS IN IT, BUT MULTIPLE PERSONALITIES FOR MANAGING MULTIPLE MAIL ACCOUNTS OR IDENTITIES FO MANAGE YOUR EMAIL (AND YOU'LL BE GETTING MORE OF IT, WE'RE SURE). THE FULL PLAY VARIOUS SOUNDS WHEN MAIL ARRIVES DEPENDING ON YOUR FILTERS MESSAGE STATIONERY TO HELP YOU RESPOND TO YOUR MAIL MORE QUICKLY - WOULD YOU LIKE TO TRY THE FULL-FEATURED VERSION OF EUDORA? – CHECK THE SPELLING OF YOUR EMAIL MESSAGES AS YOU TYPE OPEN A MESSAGE OR MAILBOX IN RESPONSE TO A FILTER MULTIPLE SIGNATURES TO HELP PERSONALIZE YOUR MAIL THAT ENTICING BUTTON BELOW. (C'MON... TAKE A CHANCE.) PRINT MAIL DIRECTLY FROM FILTERS CANCEL MORE POWERFUL FILTERING EMAIL.

FIG. 6B

FIG. 7B







	Γ	4							 	
	DATE VISITED	WED, SEP. 1, 1999, 4:48 PM	TODAY, 11:26 AM	WED, SEP. 1, 1999, 4:48 PM	ASAP!	TODAY, 11:23 AM	WED, SEP. 1, 1999, 4:48 PM	ATTEMPTED		
LINK HISTORY	SITE	APPLE COMPUTER	FTP.QUALCOMM.COM/EUDORA	QUALCOMM STORE	MAC OS RUMORS	MDUDZLAK@QUALCOMM.COM	WWW.QUALCOMM.ONES.PRODUC	WWW.EUDORA.COM		REMOVE
	TYPE									VIEW

FIG. 12A

SK SK SK SK SK SK SK SK	
AE COPE. K FOR LATER D. BOOKMARK REMIND ME	
YOU CAN'T GET THERE FROM HERE YOU'RE NOT CONNECTED TO THE INTERNET NOW. HELP ME COPE. CONNECT YOU AND VISIT THE SITE, RECORD A BOOKMARK FOR LATER REMIND YOU TO VISIT IT NEXT TIME YOU ARE CONNECTED. CONNECT TO THE INTERNET AND VISIT T BOOKMARK THE SITE, AND REMIND YOU YOU'RE CONNECTED TO THE INTER	☐ REMEBER YOUR CHOICE FOR NEXT TIME

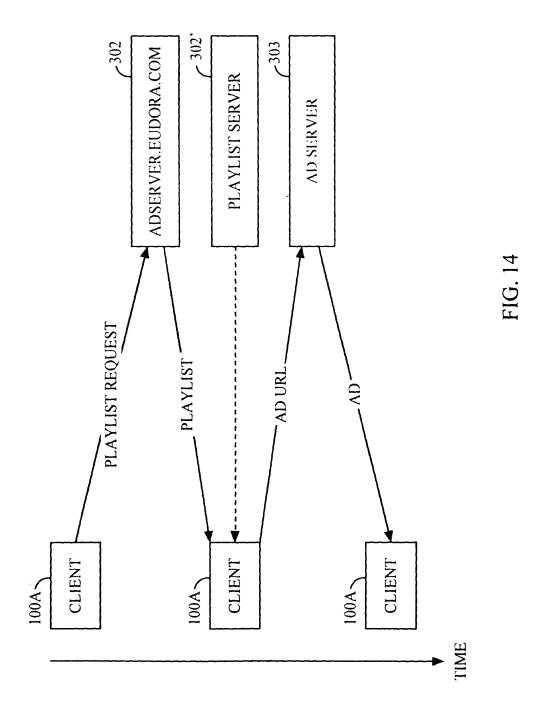
FIG. 12B

ASSUMPTIONS	
AVERAGE CONNEC. SPEED, Xbps	28.8
AVERAGE AD SIZE, Xbps/cm	9.3
NUMBER OF USERS	8,000,000
NUMBER OF HOURS RUNNING EUDORA	2
NUMBER MAILCHECKS PER USER PER HOUR	7
PLAYLIST ENTERY SIZE, BYTES	200

FIG. 13A

					Ι	_	<u> </u>	Γ	<u> </u>	Ι
	PLAYLIST	/sddX	100,000	USERS	0.0	0.1	0.1	0.1	0.1	0.2
	8 x USERS	PLAYLIST	BAND-	WIDTH, Xbps	4	5	7	6	=	12
	AVG.	J	ECTIONS,	1000.	2.4	3.6	4.8	0.9	7.2	8.4
TIONS	αV	Xbps/	100,000		8.0	1.3	1.7	2.1	2.5	2.9
IMPLICATIONS	8x USERS	AD BAND-	WIDTH,	Xpbs	<i>L</i> 9	101	135	891	202	235
		# SECONDS	ADDED PER	CHECK	9	10	13	16	19	23
	# SECONDS	DOWN-	USER PER LOADING	SQV	26	39	52	65	78	06
	# OF NEW	ADS PER	USER PER	DAY	01	15	20	25	30	35

FIG. 13B



```
// Main ad scheduler
ScheduleMain
// Has a new day dawned?
Do CheckForNewDay
// Are we within the current ad's showFor?
if ( ad.thisShowTime < ad.showFor )</pre>
// there is nothing to be done
return
// At this point, we know that we need a new ad
// Perform housekeeping tasks on the old one
do AdEndBookkeeping
// Pop out of a block if all ads on par
if (block isn't all playlists)
find ad with minimum ad.numberShown
if (ad.numberShown >= blockGoal)
set block to all playlists
// If we are over our quota of regular ads for the day,
// look for a runout
if ( adFaceTimeToday > faceTimeQuota )
do ShowARunout
else
Do ShowARegularAd
// end ad schedule main
```

```
// We must perform certain tasks when the calander day
    changes.
    CheckForNewDay
    (if ( the calander day has changed )
   // Perform housekeeping tasks on the ad currently showing
   Do StopShowingCurrentAd
   // Runout ads are charged for a full showFor if they've been
   shown
   // at all on a given day. Charge any runout ads if they've
   been
   // shown at all.
   for runout ads
  if (ad.thisShowTime > 0)
  ad.totalTimeShown += ad.showFor
  ad.thisShowTime = 0
  }
 // Now, reset the counters for all ads to reflect the fact
  that
 // a new day has dawned.
 for all ads
 ad.numberShownToday = 0
 // Record yesterday's facetime
 // Might not literally be yesterday, be sure to use
 // whatever day the app was last run on
 set old current day's facetime to totalFaceTimeToday
// and reset our global regular ad facetime counter
adFaceTimeToday = 0
totalFaceTimeToday = 0
// if we were in a block, back out
set block to all playlists
// end CheckForNewDay
```

```
// This function shows a runout ad, and if it
// can't find one, goes to a rerun
ShowARunout
for runout ads
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this runout today?
if (ad.numberShownToday > ad.dayMax)
try next ad // this one's used up for the day
// are we done showing this runout for ever and ever?
if (ad.shownFor > ad.shownForMax)
try next runout ad // this one's used up forever
// are we between the ad's start and end date?
if (ad.startDate < the current date < ad.endDate)
try next runout ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, we believe we should show this runout
// we are now in runout state
Do ShowAnAd
return
// if we haven't found a runout ad, we will go to "rerun"
state
Do Show ARerun
/ end ShowARunout
```

```
// Rerun state. Look for a regular ad to rerun
ShowARerun
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// is this ad recent enough to rerun?
if (ad.lastShownDate is older than returnInterval)
try next ad
// this one is too old to rerun
// if in block, show ads only if it's their "turn"
if ( ad.numberShownToday >= blockGoal )
try next ad // need to find a friend in this block
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
// do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, at this point we can show this ad, but because
// we're in rerun, we don't keep the books
Do ShowAnAd
return
# if we get here, we have no ads to show. Punt.
return
 end ShowARerun
```

```
// Show a regular ad
ShowARegularAd
for regular ads [ in current block ]
// has the ad been flushed?
if (ad.flushed)
try next ad
// are we done showing this ad today?
if (ad.numberShownToday > ad.dayMax)
try next ad // this one's used up for the day
// if in block, show ads only if it's their "turn"
if (ad.numberShownToday >= blockGoal)
try next add // need to find a friend in this block
// are we done showing this ad for ever and ever?
if (ad.shownFor > ad.showForMax)
try next ad // this one's used up forever
// are we between the ad's start and end dates?
if (ad.startDate < the current date < ad.endDate)
try next ad
// the ad is not supposed to run today
# do we actually HAVE the ad?
if (ad has not been downloaded)
ask for ad to be downloaded
try next ad
// ok, we believe we should show this ad
// we are now in regular state
Do ShowAnAd
return
# if we get here, we have failed to find a regular
# ad. Go to runout
Do ShowARunout
// end ShowARegularAd
```

```
// Perform necessary housekeeping when we're taking
// down an ad
AdEndBookkeeping
// In rerun state, we don't do any bookkeeping
if (in RerunState)
return
// Account for at most ad.showFor seconds, provided
// we've shown the ad for at least ad.showFor seconds
// Note that this means we don't charge for time beyond
// ad.showFor seconds, which is important
if (ad.thisShowTime >= ad.showFor)
{
ad.numberShownToday += ad.showFor
ad.shownFor++
// we do NOT reset this Show Time here, we do it in
// AdStartBookkeeping. It actually doesn't matter where
// we do it, provided we are careful NOT to do it for
// runout ads.
// end AdEndBookkeeping
```

FIG. 15G

FIG. 15H

PERSISTANT ADS	INT ADS
PLAYLIST REQUEST	
FACE TIME	FACE TIME USED TO DETERMINE HOW MUCH ADVERTISING
	TO SEND TO CLIENT
FACE TIME LEFT NOT USED	NOT USED
PLAYLIST RESPONSE CLIENTINFO	
REQINITERVAL	REQINTERVAL RELATIVELY LARGE: ONE OR MORE DAYS
FLUSII	FLUSH USED. SINGLE PLAYLIST COMPLETELY SPECIFIES
	LIST OF ADS CLIENT SHOULD HAVE
PLAYLIST RESPONSE SCHEDULING PARAMETERS	
SHOWFORMAX NOT USED	NOT USED

(IG. 16A

SHORT-LIVED ADS	VED ADS
PLAYLIST REQUEST	
FACE TIME NOT USED	NOT USED
FACETIMELEFT	FACE TIME LEFT USED TO DETERMINE HOW MANY ADS CLIENT
	SHOULD RECEIVE
PLAYLIST RESPONSE CLIENTINFO	
REQINTERVAL	REQINTERVAL NOT USED. INSTEAD, CLIENT REQUEST NEW
	PLAYLIST WHENEVER ADS "RUN LOW".
HSOTH	HUSH NOT USED
PLAYLIST RESPONSE SCHEDULING PARAMETERS	
SHOWFORMAX	SHOWFORMAX USED TO DETERMINE HOW LONG AN AD RUNS

FIG. 16B

Ш		 	
	EUDORA DOESN'T SEEM TO BE GETTING ADS. FOR SOME REASON, EUDORA IS UNABLE TO DOWNLOAD NEW ADS. DOWNLOADING AND DISPLAYING ADS IS A REQUIREMENT FOR THE FREE FULL-FEATURED VERSION OF EUDORA. PLEASE VISIT THE EUDORA WEB SITE FOR INFORMATION ABOUT HOW TO RESUME GETTING ADS.	INVALID HITTP REQUEST (ERROR CODE: 503) IF AD DOWNLOADING CONTINUES TO FAIL, EUDORA WILL EVENTUALLY REVERT TO THE LIGHT VERSION WHICH IS LESS POWERFUL.	TAKE ME TO THE EUDORA WEB SITE

FIG. 17A

SOMETHING SEEMS TO BE COVERING THE AD.

ALL OR A SIGNIFICANT PORTION OF AN AD. THE SOFTWARE IS DESIGNED TO NOTIFY YOU WHEN THIS HAPPENS IN THE HOPES THAT YOU WILL STOP COVERING UP THE AD. IF YOU DON'T, THIS TS PROBABLY INADVERTENT, BUT EUDORA HAS DETERMINED THAT YOU ARE COVERING UP WINDOW WILL KEEP POPPING UP (WHICH YOU WILL PROBABLY FIND QUITE ANNOYING). WE'VE ALWAYS GOT SOME GOOD STUFF UNDER DEVELOPMENT BACK AT THE HOME OFFICE, AND I''S THE ADVERTISING IN EUDORA THAT ENABLES US TO CONTINUE TO DEVELOP THE SOFTWARE RYING TO COVER THE ADS BECAUSE THEY'RE BOTHERING YOU. OF COURSE, YOU CAN CHOOSE ADVERTISING ISN'T ANNOYING AND WE GENUINELY HOPE THAT YOU ARE NOT DELIBERATELY O PAY US FOR EUDORA BY CHOOSING "PAYMENT & REGISTRATION" FROM THE "HELP" MENU AND CLICKING ON "PAID FULL VERSION." OR YOU CAN REMOVE WHATEVER IS WHILE PROVIDING IT TO YOU FOR FREE. WE'VE WORKED HARD TO MAKE SURE THE OBSCURING THE AD OK

FIG. 17B

WHY EUDORA'S FEATURES ARE BEING REDUCED AT THIS TIME, PLEASE VISIT THE EUDORA REVERT TO A LESS POWERFUL VERSION, IF YOU WOULD LIKE MORE INFORMATION ABOUT EUDORA HAS BEEN UNABLE TO DOWNLOAD ADS FOR QUITE SOME TIME AND WILL NOW SADLY, OK... WEB SITE, YOU WILL FIND INFORMATION THERE ABOUT HOW THE FULL-FEATURED - EUDORA WILL NOW REVERT TO A LESS POWERFUL VERSION. -TAKE ME TO THE EUDORA WEB SITE WE'RE SORRY FOR THIS INCONVENIENCE. VERSION CAN BE REACTIVATED.

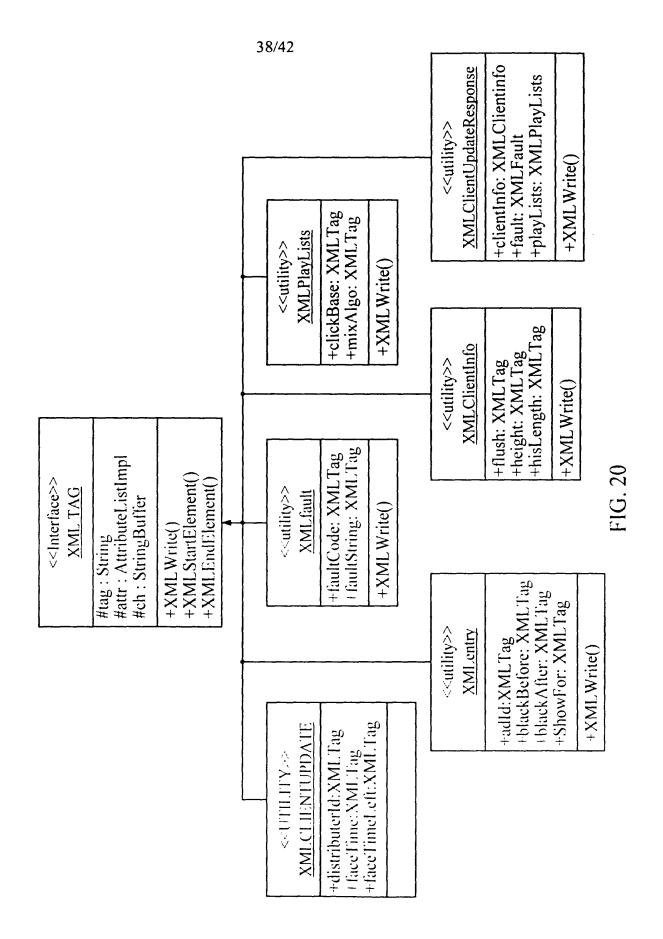
FIG. 17C

IN ORDER TO MAKE EUDORA WORK AS WELL AS POSSIBLE, IT'S IMPORTANT THAT WE KNOW HOW PEOPLE USE IT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN. IF YOU'RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW AND A MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, AND THEN SEND ITTO US OR NOT THAT'S UP TO YOU.	WE VALUE OUR PRIVACY; WE'RE PRETTY SURE YOU VALUE YOURS. SO WE WANT YOU TO KNOW WHAT WE'LL BE COLLECTING AND GIVE YOU A CHANGE TO ELIMINATE ANYTHING YOU DON'T WANT TO SEND. SIMPLY UNCHECK THE BOXES NEXT TO ANY INFORMATION YOU'D RATHER NOT SEND.	PLEASE UNDERSTAND THAT AS SOON AS WE RECEIVE YOUR EMAIL, WE WILL THROW AWAY THE HEADERS THAT IDENTIFY THE MAIL AS COMING FROM YOU. YOU SEE, WE DON'T ACTUALLY NEED TO KNOW WHO YOU ARE TO FIND YOUR INFORMATION HELPFUL. SO WE PROMISE TO PROTECT YOUR PRIVACY AND TURN YOU INTO "JUST A NUMBER." :-)	IT'S OK TO TRANSMIT STATISTICS REGARDING: A YOU'RE DEMOGRAPHIC DATA A DVERTISEMENT INFORMATION D EUDORA FEATURES YOU USE D NON-PERSONAL SETTINGS	CANCEL GENERATE INFO
	ER TO MAKE EUDORA WORK AS WELL AS POSSIBLE, IT'S IMPORTANT THAT WE KNOW HOW EUSE IT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN. RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, HEN SEND IT TO US OR NOT THAT'S UP TO YOU.	ER TO MAKE EUDORA WORK AS WELL AS POSSIBLE, IT'S IMPORTANT THAT WE KNOW HOW USE IT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN, RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, HEN SEND IT TO US OR NOT THAT'S UP TO YOU. URE OUR PRIVACY; WE'RE PRETTY SURE YOU VALUE YOURS. SO WE WANT YOU TO KNOW WE'LL BE COLLECTING AND GIVE YOU A CHANGE TO ELIMINATE ANYTHING YOU DON'T WANT TO SHAPLY UNCHECK THE BOXES NEXT TO ANY INFORMATION YOU'D RATHER NOT SEND.	ER TO MAKE EUDORA WORK AS WELL AS POSSIBLE, IT'S IMPORTANT THAT WE KNOW HOW RUSE IT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN. RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, MESSAGE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, HEN SEND IT TO US OR NOT THAT'S UP TO YOU. WELL BE COLLECTING AND GIVE YOU A CHANGE TO ELIMINATE ANYTHING YOU DON'T WANT TO SIMPLY UNCHECK THE BOXES NEXT TO ANY INFORMATION YOU'D RATHER NOT SEND. UNDERSTAND THAT AS SOON AS WE RECEIVE YOUR EMAIL, WE WILL THROW AWAY THE RS THAT IDENTIFY THE MAIL AS COMING FROM YOU. YOU SEE, WE DON'T ACTUALLY NEED TO WHO YOU ARE TO FIND YOUR INFORMATION HELPFUL. SO WE PROMISE TO PROTECT YOUR Y AND TURN YOU INTO "JUST A NUMBER." :-)	ER TO MAKE EDIDORA WORK AS WELL AS POSSIBLE. IT'S IMPORTANT THAT WE KNOW HOW TUSETT. WE ASK USERS FOR THIS INFORMATION AT RANDOM. LOOKS LIKE IT'S YOUR TURN. RE OPEN TO HELPING US THIS WAY, ALL YOU HAVE TO DO IS CLICK "GENERATE INFO" BELOW MESSACIE WILL BE CREATED. YOU CAN REVIEW THE CONTENTS OF THE MESSAGE IF YOU LIKE, HEN SEND IT TO US OR NOT THAT'S UP TO YOU. JUE OUR PRIVACY; WE'RE PRETTY SURE YOU VALUE YOURS. SO WE WANT YOU TO KNOW WE'LL BE COLLECTING AND GIVE YOU A CHANGE TO ELIMINATE ANYTHING YOU DON'T WANT TO SIMPLY UNCHECK THE BOXES NEXT TO ANY INFORMATION YOU'D RATHER NOT SEND. JUNDERSTAND THAT AS SOON AS WE RECEIVE YOUR EMAIL, WE WILL THROW AWAY THE RS THAT IDENTIFY THE MAIL AS COMING FROM YOU. YOU SEE, WE DON'T ACTUALLY NEED TO WHO YOU ARE TO FIND YOUR INFORMATION HELPFUL. SO WE PROMISE TO PROTECT YOUR 'Y AND TURN YOU INTO "JUST A NUMBER." :-) OK TO TRANSMIT STATISTICS REGARDING: DOURE DEMOGRAPHIC DATA DE UDDORA FEATURES YOU USE ON-PRESONAL SETTINGS DOUR PRINGS ON-PRESONAL SETTINGS

FIG. 18A

			TOPIC												NO-QT	AD-FAIL	TUTOR	FAQ	LIGHT	SEARCH	USENET
APPLICABLE QUERY PARTS	REGFIRST EMAIL REGLAST REALNAME REGCODE MODE OLDREG	DISTRIBUTORII	 ACTION	PAY (X X X X X X X X X)	REGISTER-FREE X X X X X X X X X X X X	REGISTER-AD X X X X X X X X X X X	REGISTER-BOX X X X X X X X X X X X	LOSTCODE XXXXXXXXXXXXX	UPDATE X X X X X X X X X X X X X X X X X X X	PROUPDATE X X X X X X	ARCHIVED X X X X X	PROFILE X X X X X X X X X X	INTRO	NA X X X X X X X X X	SUPPORT X X X X X	SUPPORT X X X X X X X X X X X X	SUPPORT X X X X X	SUPPORT X X X X X X X X X X X X	SUPPORT X X X X	SUPPORT X X X X X X	SUPPORT X X X X X
PAGE				PAYMENT	FREEWARE REGISTRATION	ADWARF REGISTRATION	BON REGISTRATIONS	LOST CODE	UPDATE	PRO UPDATE	ARCHIVED	PROFILE	INTRODUCTION	SUPPORT	QUICK TIME MISSING	AD FAILURE	TUTORIAL	EAQ	LIGHTUSERS	SEARCH SUPPORT	NEWSGROUPS

FIG. 19



% The list of available ads advantageously can be built from the following query:

ads = dbCon.prepareStatement("SELECT" * FROM ads WHERE StartDate<=today AND endDate>=today + 30 AND AdType = "1" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed ASC);

30 AND AdType = "R" AND AdStatus = "A" AND ImpressionsServed<Impressions ORDERED BY ImpressionsServed run out ads = dbCon.prepareStatement("SELECT * FROM ads WHERE StartDate <= today AND endDate >= today +

% The time required to deliver the ads advantageously can be calculated in the following manner.

face time left for today [seconds] = faceTime[today] - faceTimeUsedToday

(Comment: Face time left for today is the number of seconds the servlet can use to deliver special ads today.) predict face time [seconds] = SUM(faceTime[tomorrow], faceTime[tomorrow+1], ... faceTime[tomorrow+reqInterval])

(Comment: Predict face time is the number of seconds the servlet predicts the user is going to have.)

goal show time left [seconds] = predict face time -faceTimeLeft

(Comment: Goal show time left is the number of seconds that the software provider needs to fill

FIG. 21A

```
% Targeting
while (face time left for today) {
    if ad is not in the history {
        select ad |according to target = today}
        face time left for today -= ad.showFor
    }

while (Goal show time left ) {
    if ad is not in the history {
        select ad [according to target]
        goal show time left -= ad.showFor
    }

Default values:
    reqinterval = 1 day.
    facetime = 30 minutes
    facetime = 30 minutes
    facetime = 31 days
```

FIG 21B

